

Growing WORKFORCE connections

Bimonthly Publication of the Cabinet for Workforce Development

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By Allen D. Rose,
Secretary, Cabinet for Workforce Development

New look for Workforce Development

Looking toward the future at a dynamic, flexible world of employers and businesses, the Cabinet for Workforce Development reflects those bright prospects with a new logo, a new slogan, and a newly formatted, newly named newsletter.

The Cabinet for Workforce Development is pleased to introduce an exciting new logo and slogan for our outreach to Kentucky businesses and individuals. You'll see the full logo in the lower right-hand corner of page three.

The logo represents Kentucky's workforce at its finest — energetic, flexible, dynamic people stretching to reach their fullest potential and to meet Kentucky's challenges. For employers, the logo represents a whole field of talent and ready workers.

We've adopted the slogan, "Growing a strong workforce for the Bluegrass State." This future-oriented message applies to growth occurring in all of Kentucky's workforce system:

- ➊ New and expanding business and industry.
- ➋ Individuals improving their lives through education and training and preparing

themselves for better jobs.

➌ The Cabinet for Workforce Development transforming itself to meet the demands of Kentucky business.

Together, the logo and slogan capture the vitality of our state's most important economic development asset — the commonwealth's citizens. And together, the logo and slogan say to Kentucky's business community that the Cabinet for Workforce Development is ready to help meet your workforce needs.

How? Here are some services we provide:

✓ **Applicant recruitment for your job openings.** Check out www.desky.org. Find a local office near you by clicking on Office Location in the left column. Or register a job opening on-line.

✓ **Customized workplace essential skills for your employees.** Check out the Web site

<http://adulthood.state.ky.us> and click on Workplace Education in the left column for regional contacts.

✓ **Kentucky's Workforce Tool Kit, a comprehensive source of assistance.** Available for downloading at www.kycwd.org. For a hard copy, call Cassandra Bagley at (502) 564-6606. See the story about Kentucky's Workforce Tool Kits on this page.

✓ **Labor market information.** You can find out about unemployment rates, wages, Kentucky's employment outlook and much more by exploring the Labor Market Information link from www.desky.org.

Take a look at the cabinet's Web site at www.kycwd.org for more comprehensive information about services specifically for employers.

Tool kit an answer to employer needs

by Cassandra Bagley, Office of Workforce Partnerships

"What can you do to help my business?"

That's the question members of the Kentucky Workforce Investment Board hear most often as they speak with employers across the state.

To help answer that question, the Cabinet for Workforce Development has produced a directory of public resources for employers called Kentucky's Workforce Tool Kit.

The Tool Kit brings together contact information for training, hiring, layoffs and organizational development. Instead of wading through detailed descriptions of programs offered by each cabinet and department, the business person can search the guide for the

general types of services needed and quickly find a contact name and number.

"It is frequently difficult for the business community to locate public resources available to them," notes Margaret Grissom, President and CEO of the Bowling Green Area Chamber of Commerce. "The Workforce Tool Kit is a step in the right direction as it combines all the resources together in one guide and will make it easier for businesses to tap into these opportunities."

The Tool Kit is available free of charge at www.kycwd.org or by contacting Cassandra Bagley at (502) 564-6606 or e-mail her at cassandra.bagley@mail.state.ky.us.

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Rolling with the times

Partnership means mobile educational units offer broadened access to skills training and adult education

By Sue Patrick,
Kentucky Virtual University

The Cabinet for Workforce Development recently unveiled the SkillMobiles, the latest weapon in a growing arsenal to combat barriers to education.

“Bringing training and education to the people” is the goal of the mobile training units, according to Cheryl King, commissioner of the Department for Adult Education and Literacy.

“From the hills to the hollows and from the cities, towns and farms, SkillMobiles are allowing access to technology and learning ... no matter where you live in Kentucky,” said King.

Both recently upgraded SkillMobiles now feature state-of-the-art technology including desktops, flat panel displays, printers and wireless Internet access. Expanding upon its traditional use as a mobile training lab for Kentucky’s workforce, the units have now broadened their curriculum to meet the needs of adult education students and instructors.

Through a partnership with the Kentucky Virtual University (KYVU), SkillMobiles have emerged as cyberspace training centers on wheels using the Kentucky Virtual Adult Education Web site at www.kyvua.org. The Web site, developed by the KYVU marketing department for the Department for Adult Education and Literacy, will broaden access to educational programs and services.



Three Department for Adult Education and Literacy employees sit in front of the newly revamped SkillMobiles. Bob Curry, left, is director of the Division of Workforce Investment; Lyda Phillips is a consultant in the Division of Program Services; and Tom Shearer is director of the Division of Program Services.

“The technology is bridging the gap among adult learners, employers, our instructors and adult learning centers across the state. Being able to utilize the expertise of the Kentucky Virtual University to make it happen has opened adult education to the world,” King said.

The SkillMobiles are available to businesses and adult education initiatives on a first-come, first-serve basis. That is an important caveat considering SkillMobiles are already booked 75 percent of the year, according to Jim Thompson, Skill Branch supervisor for the Department for Adult Education and Literacy.

Commissioner King expects to soon add a third unit to the fleet. “Hopefully having three

on the road, we can better meet needs all across the commonwealth,” she said.

“The SkillMobile is probably the best example we could ever hope for to bring postsecondary education, workplace education and adult education together,” she said. “We’ve just put it on wheels and made it accessible. What a combination!”

To find out when a SkillMobile will be in your area or to discuss training at your workplace, contact Jim Thompson at 1-800-928-7323 or imr.thompson@mail.state.ky.us.

For more information about Kentucky Virtual Adult Education, call 1-877-740-4357.



Inside a SkillMobile: Shearer, Jim Thompson, manager of the Department for Adult Education and Literacy’s SKILL Branch, and Curry help show the van’s expansiveness. SkillMobiles have state-of-the-art computers, printers and wireless Internet access.

...postsecondary education, workplace education and adult education together. We’ve just put it on wheels and made it accessible.”

*Cheryl King,
commissioner of the
Department for Adult
Education and Literacy*

events

Department for Employment Services
One-day employer seminars
Dates in September & October
See page 4 for more details

Rapid Response Team Turning despair into hope

By Janet Williams Hoover,
Communications Director

“We tell them, ‘Turn this into an opportunity to do something you’ve always wanted to do.’”

*Tracey Doyle,
Rapid Response Team member*

Being laid-off can be one of the most difficult times in a person’s life. Financial frustrations, fear for the future and family tensions are just a few of the emotions people face.

But the state’s Rapid Response Team tries to turn a lay-off into a positive experience by urging people to look for opportunities.

“We tell them, ‘Turn this into an opportunity to do something you’ve always wanted to do,’” said Tracey Doyle, a member of the Rapid Response Team. “We encourage people to use the opportunity to go back to school, to start another career, to fulfill their dreams.”

The team is a unit of the Cabinet for Workforce Development’s Department for Training and ReEmployment.

Linda Pankratz, also a team member, says that many people take that advice.

“Initially, we give them hope — something they can hang onto because they’re anxious and frightened,” Pankratz said. “But they really pay attention to the information about services — and follow up by getting training and more education.

“We’ve had people tell us months later that being laid-off was the best thing that ever happened to them. That’s why we do what we do — we see people turn their lives around.”

The Rapid Response Team goes to worksites to talk with employees who are facing lay-off. Team members provide information on all types of transition assistance — unemployment insurance, job search, funding for education or retraining and health insurance. They also provide information about stress and financial management.

A team member puts together representatives of local Cabinet for Workforce Development offices, and federal, state and local agencies to talk with employees in groups or privately. Doyle says that employers are usually eager to have the team conduct these meetings.

“In most of the lay-offs we deal with, employers and managers are very sorry this is



Cecil Colliver, a member of the Department for Training and ReEmployment’s Rapid Response Team, talked to a group of laid-off workers about the services and opportunities available to them.

happening,” Doyle said. “They’re very sympathetic to their employees and want to ... provide transition services for them.

“In many cases, the managers and human resource staff have never gone through anything like this, so they’re very appreciative of anything we can offer.”

Besides providing information, the team can facilitate:

- ✓ Having unemployment insurance claims taken at the worksite;
- ✓ Having GED or skills upgrade classes provided;
- ✓ Opening a resource room for employees at the worksite.

Over the past three years, 1999-2001, Rapid Response Team members have conducted meetings for 23,000 employees of 144 companies in every region of the commonwealth.

The Rapid Response Team can coordinate information for lay-offs of any size and can conduct meetings on any shift. Team members can be reached at (502) 564-5360. Information about Rapid Response can be accessed from the cabinet’s Web site at www.kycwd.org.



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Cabinet for Workforce Development

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Employer seminars can help bottom line

For very little time and money, one-day employer seminars can help businesses save more time and money.

Kentucky employers can get information on unemployment insurance and employment services at one of 17 seminars across the state sponsored by the Cabinet for Workforce Development's Department for Employment Services.

The day-long seminars are scheduled for September and October and cost \$45.

Certified Public Accountants completing the seminar will be eligible for 6.6 Continuing Education Credits.

For more information, visit the department's Web site at www.desky.org or contact Kristen Swatzyna via her e-mail KristenL.Swatzyna@mail.state.ky.us mail or call her at (502) 564-2900.

DES Employer Seminars			
Frankfort	Holiday Inn	Sept. 3	
Louisville	Executive Inn West	Sept. 4, 5 or 6	
Lexington	Holiday Inn North	Sept. 11 or 12	
Somerset	The Center	Sept. 19	
Owensboro	Executive Inn Rivermont	Sept. 24	
Hopkinsville	Holiday Inn	Sept. 25	
Covington	Draw Bridge Inn	Oct. 1 or 2	
Bowling Green	Barren River State Park	Oct. 9 or 10	
Ashland	Ashland Plaza Hotel	Oct. 16	
Paducah	Executive Inn Rivermont	Oct. 23 or 24	
Prestonsburg	Jenny Wiley State Park	Oct. 29	

The 2002 Employer Seminars will include the latest on Internet wage filing, tax credits, virtual interviewing, employer chargeability, unemployment insurance and more.
Make your reservation today! (See above.)



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Visit our Web site at www.kycwd.org